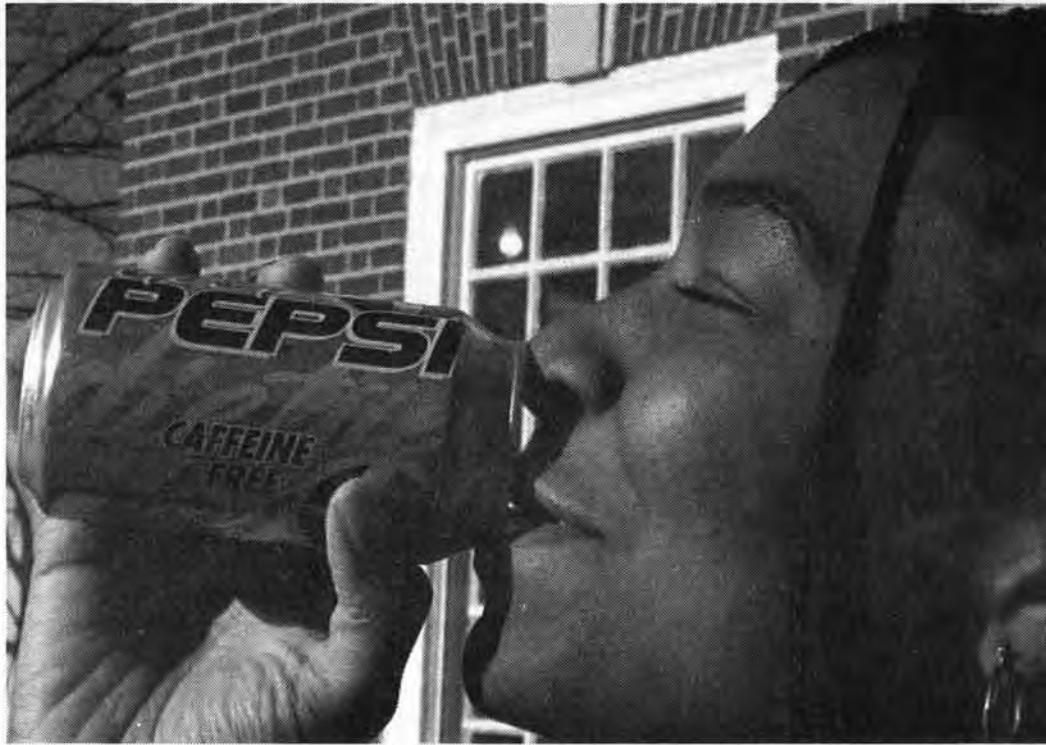


# Outlook

The University of Maryland Faculty and Staff Weekly Newspaper  
Volume 12 • Number 17 • February 3, 1998

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Christian on Ethics Comm., page 6  
Living the Life of Riley, page 8

## Fizz Biz: University Joins Generation Next



Natasha Williford says "Ah!" to the taste of Pepsi. Williford, who works in University Publications, is one of the Generation Next-ers who make it their soft drink of choice.

University of Maryland has officially become a part of Generation Next, finalizing an agreement to make Pepsi Cola the soft drink of choice on campus in exchange for expanded, long term support of academic and student life initiatives.

The agreement is expected to add at least \$8.2 million in additional funds to the university's revenue stream over 15 years with initial funding going to support the new scholarships for students and the athletic program.

"This gives a substantial boost to one of the

university's highest priorities, to increase the available scholarships for our students," says Chuck Sturtz, vice president for administrative affairs. At the same time, Sturtz says, Pepsi becomes a partner in offering promotional support and resources to enhance a wide range of student related activities and university programs, including expanded internships at Pepsi.

Sturtz says initial revenues resulting from the

—continued on page 7

## Visual Identity Program Marking A New Image for Maryland's Future

Coca-Cola has its trademark and Nike has its "swoosh." Either product without these identifiers surely would suffer in the marketplace. And in many ways, a university isn't all that different. Its visual identity plays a key role in helping to reinforce its image locally as well as nationally.

Recognizing that need, the University of Maryland is currently engaged in a process to develop a comprehensive visual identity program and implementation plan that will visually distinguish and define the university in its communications.

The need for a new visual identity, says Terry Flannery, acting executive director of university communications and director of University Marketing is driven, in part, by a variety of "identity challenges" the university faces. Among those challenges, Flannery says, are the recent name change to University of Maryland, College Park which allows the university to refer to itself simply as University of Maryland; the need to move away from internal references such as "UMCP;" confusion with other campuses in the University System of Maryland and the System office itself;

and its dramatic change in image, especially in terms of the quality of students, academic programs and reputation. "We need to determine how we want to position ourselves locally, regionally and nationally," says Flannery.

It has been 10 years since the first campus-based identity was established, says Flannery. These included the Maryland flag bar and "M" used on everything from stationery to drinking cups to clothing. The state seal, too, has been a classic part of the university's identity for years. Any or all of these will be studied for possible incorporation into the new identity, along with new design concepts.

To assist in this three-phased process, which will be guided by Flannery and the University Marketing Task Force (see list of members page 7), the design firm of David Ashton & Associates has been brought on board. The Baltimore-based firm has a nationally recognized reputation, says Flannery, and one of the principals is a former admissions director familiar with the higher education arena.

—continued on page 7

## Chancellor Names 18-Member Presidential Search Committee

University System of Maryland (USM) Chancellor Donald Langenberg announced last week the 18-member committee that will conduct a nationwide search to replace William E. Kirwan as head of the university. Kirwan leaves July 1 to assume the presidency of Ohio State University. Included on the committee are several faculty, students, staff and alumni. Susan Schwab, dean of the School of Public Affairs, is chair.

"The University of Maryland, College Park is in a most attractive position to attract the very best candidates available," says Langenberg. "Thanks in large part to Brit Kirwan's careful guardianship, the university enjoys an excellent reputation as a leading research and undergraduate institution. Clearly, the final candidate must be one who can pick up where Brit left off, combining the many qualities necessary in a college president who will lead the university on its path to national eminence."

According to the guidelines on presidential searches called for in the USM Board of Regents' policy, the search committee must complete its process within six months. Because of the narrow time frame and to ensure the most qualified candidates in the field, the committee also will use the services of a national professional search firm, not yet selected.

"The search and screen committee represents an excellent cross-section of the university community," says Schwab. "I am confident that it will identify the most capable candidates for the position. The university is wonderfully situated for the future and has so much to offer the new president. The key will be to find someone who can appreciate its value and continue its momentum."

Committee members are:

### Faculty

Marvin Breslow, professor of history and College Park Senate chair  
Nariman Farvardin, professor and chair, electrical engineering  
Elisabeth Gantt, Distinguished University Professor, microbiology  
Ted Gurr, Distinguished University Professor, government and politics  
Christopher Kendall, professor and director, School of Music  
Chuan Liu, physics professor  
Lemma Senbet, William E. Mayer Chair and professor of finance

### Students

Jonathan Busch, undergraduate major in government and politics, and president of the Student Govt. Association  
John Hernandez, doctoral student in counseling and personnel Services

### Administration/Staff

Patricia Moreland, program management specialist, Counseling Center  
Terry Flannery, acting executive director of university communications and director of University Marketing  
Charles Lowry, dean of Libraries  
Marie Davidson, executive assistant to the president and chief of staff

### External

John Lauer, chair, University of Maryland Board of Visitors  
Kathleen Rosenberger, University of Maryland Alumni Association president  
Ray LaPlaca, University of Maryland Foundation Board and vice chair, Board of Visitors  
Phil Rever, Alumni Association and Board of Visitors member



## verbatim

A selection of recent comments in the media by and about the University of Maryland and its people.

"Over the course of a year, producer Don Fostle assembled a team of disparate experts to raise the musical dead. In 'Jurassic Park,' the fossilized DNA of ancient mosquitoes provided the key to the past. The key to Fostle's resurrection was a collection of 'reproducing piano rolls' entombed in the vaults of the University of Maryland's International Piano Archives . . . [P]articipants in the 'Earwitness Project' excavated some of the most significant reproducing piano rolls ever made, and digitally recorded their performance on one of the rarest and largest 'reproducing pianos' ever built." (*Mix* magazine, Jan. 1998)

"In the last year . . . Web sites have sprung up for conferences on topics ranging from violence in the movies to the globalization of the economy. 'Now it's almost passe not to have a conference site,' said David Silver, a graduate student in American Studies at the University of Maryland at College Park and founder of the Resource Center for Cyberculture Studies, a Web site about on-line culture (<http://otal.umd.edu/~recs/>)." (*New York Times*, Jan. 4)

"The National Reading Research Center at the University of Maryland tested the effect of TV captions on public school students in Baltimore who were reading below grade level and had learning disabilities. Researchers reported last year that extended exposure to television with subtitles improved reading comprehension. 'Captions turn television into a moving storybook,' the report concluded." (*Los Angeles Times*, Jan. 12)

♦♦♦

While the campus community has seen the local media coverage of President Kirwan's appointment as president of Ohio State, few have seen the even more extensive coverage of the appointment by Ohio media. Here are selected excerpts:

"At Maryland-College Park, Kirwan was able to raise the general academic level, increase the graduation rate of athletes and attract top students to the campus . . . Kirwan looks to be an excellent choice to carry forward the work performed over the last seven years under the leadership of Gordon Gee, who has assumed the presidency of Brown University." (*Columbus Dispatch* in a Jan. 6 editorial, "Enter Kirwan: New OSU president has impressive record")

"Gee described Kirwan as 'an extraordinarily fine administrator and . . . a good thinker. He is considered among the very best of the class. There is no doubt about it, they have gone out and gotten someone with proven senior leadership at a great American university.'" (*Cleveland Plain Dealer*, Jan. 5)

"Dr. Bernadine Healy could only think of one word after interviewing William English Kirwan: 'Wow!' That is high praise from the former director of the National Institutes of Health and the current dean of Ohio State University's College of Medicine and Public Health." (*Cleveland Plain Dealer*, Jan. 6)

"So far, Columbus loves Brit Kirwan . . . You can tell because the man keeps getting showered with gifts. (Here's another OSU sweatshirt, Dr. Kirwan.) But does he still like Columbus? After all, he's already put up with quite a bit. Tuesday he was forced to parade around campus with his wife, Patty, wearing an Ohio State ballcap — which he probably took off the second he was out of public sight — serenaded by the marching band and hollered at by cheerleaders . . . Safely back in Maryland, away from the marching band, cheerleaders and anthromorphic buckeye, Brit must be wondering what he's gotten himself into. Though a pleasant and engaging man, he'd probably much rather just run a university." (*The Other Paper, Columbus's news and entertainment weekly*, Jan. 8)

## For the Birds: A Handcrafted Chapel for Chickadees



Birds of a feather may flock together, but how many can boast a house as spectacular as this? Designed to replicate Memorial Chapel, this cleverly crafted home is the work of Nick Kovalakides who, when he's not custom building lofty abodes for his winged friends, is serving as campus visitor advocate. As an alum who works in Memorial Chapel he spared no detail in re-creating this university landmark that rests in his backyard. The bird house, designed to attract wrens and chickadees, stands 23" high and has a 14" steeple. If you look carefully at the clock, you'll notice it's set for 5 p.m. Kovalakides says that's the hour he and his wife Patricia married at the Chapel in 1991.

## Environmental Safety Alert for Lab Personnel

The Department of Environment Safety (DES) will offer monthly laboratory safety training for all new laboratory personnel. The orientation will be required for all new employees who work with hazardous materials in laboratory settings.

Stacey Spinella, public education and training coordinator for the DES, says the service exists because, until recently, there has not been a means of targeting and supplying training to employees in science areas.

DES training will provide the necessary information for employees to develop a "safety consciousness."

Orientations will last an hour and a half. The meetings will include information on chemical hygiene, hazardous waste, bloodborne pathogens and emergency response procedures.

All classes this semester will be held in Room 1122 of Jimenez Hall. Dates scheduled are Feb. 17, March 17, April 14 and May 12.

The DES is also working in conjunction with the Department of Personnel Services (DOPS) in promoting safety orientation. DOPS will supply the names of all new employees who will handle laboratory equipment. Questions about the orientation process may be directed to Spinella at 405-3982 or [sspinell@umdacc.umd.edu](mailto:sspinell@umdacc.umd.edu).

## College Park Senate Meets

The next College Park Senate meeting is Thursday, Feb. 5, and convenes at 3:15 p.m. in Room 0200 Skinner Building. Faculty senators will hold an election for University of Maryland, College Park's second alternate seat on the Council of University System Faculty. Also on the agenda will be a report on campus recreation fees for faculty and staff from the Senate committee on campus affairs, and reports from the Senate committee on programs, curricula & courses (PCC) concerning degree programs and departments on campus.

All meetings of the Senate are open to the campus community, however certain suggested guidelines are to be followed on the Senate floor. For more information contact Marty Vitale at the Senate office on 301-405-1243 or see the Senate Website for general information: [www.inform.umd.edu/CampusInfo/Senate/](http://www.inform.umd.edu/CampusInfo/Senate/)

College Park Senate meetings for the remainder of the Spring semester are scheduled at 3:15 p.m. in Room 0200 Skinner Building as follows:

**Thursday, March 5**

**Thursday, April 2**

**Monday, April 27**

**Monday, May 11 Transition Meeting \***

**First meeting of 1998-1999 Senate Members**

\* Please note that at the transition meeting of the College Park Senate elections for the 1998-1999 Chair-elect and Senate Executive Committee will take place. It is important that all newly elected senators and senators currently serving their three-year terms attend this transition meeting.

# Outlook

Outlook is the weekly faculty-staff newspaper serving the University of Maryland campus community. Vice President for University Advancement **Reid Crawford**, Acting Executive Director of University Communications and Director of Marketing **Teresa Flannery**, Executive Editor **Roland King**, Editor **Jennifer Hawes**, Assistant Editor **Londa Scott**, Editorial Interns **Kelley Fitzgerald**, **Phillip Wirtz**. Letters to the editor, story suggestions and campus information are welcome. Please submit all material two weeks before the Tuesday of publication. Send material to Editor, Outlook, 2101 Turner Hall, College Park, MD 20742. Telephone (301) 405-4629; e-mail [outlook@umdacc.umd.edu](mailto:outlook@umdacc.umd.edu); fax (301) 314-9344. Outlook can be found online at [www.inform.umd.edu/outlook/](http://www.inform.umd.edu/outlook/)



## 'Weather' You Like It or Not, It's Not Necessarily El Niño

Dressed in short sleeves and lightweight jackets to adjust to this winter's numerous above-average temperature days, Washingtonians find themselves somewhat baffled when suddenly bombarded with excessive rainfall and blustery conditions. The weather is so unpredictable this season that any foul occurrence must be attributed to that "El Niño" thing we keep hearing about, right? Not necessarily.

Currently, Earth is undergoing what is officially classified as the El Niño/southern oscillation phenomenon. Contrary to what some may think, this phenomenon is not a storm, but rather the combination of a weakening in the trade winds and a warming of sea surface temperatures along the Pacific coast of Ecuador and Peru. When this phenomenon occurs, climates all around the world are affected at varying degrees.

Eugene Rasmusson, a senior research scientist in the meteorology department and president of the American Meteorological Society, describes the ocean-atmosphere interaction "like two kids having a fight." They propel one another's actions, cause increased precipitation over the Pacific ocean and further affect the interaction in a continuous cycle.

El Niño, meaning "boy child" or "little one," received its name because it typically begins its wintertime effect on the United States around Christmas and continues for a few weeks to a few months.

Research of past El Niño events indicates that it tends to be wetter than usual in the southeastern United States and warmer than usual along the Atlantic coast of Canada and the northern United States. However, along substantially higher and lower latitudes of the world, excessive rainfall, drought and temperature increase characterize year-round results.

"Washington is neither fish nor fowl," says Rasmusson who partially attributes the city's

unpredictable nature to its mid-latitude location. In addition, because the atmosphere is very unstable and changes continuously, unpredictable weather occurrences cannot be solely attributed to El Niño, says Rasmusson.

Such inconsistency means that it is difficult to anticipate what this year's El Niño will bring to our area. "The challenge in forecasting El Niño is to forecast how it is different from past El Niños," says Rasmusson.

Some researchers are noticing similarities between the weather patterns of the El Niño at present and that of 1982-83 which varied greatly from previously studied events and produced an overall dramatic

effect on the world. Peru, which receives approximately two to three inches of rainfall in a normal year, received 10 feet in 1983, according to Rasmusson.

Rasmusson says that the two events are comparable in terms of sea surface warming, but not necessarily in their effects. Not yet anyway.

An approximate two- to seven-year span occurs between El Niño events. Since the 1950s, events have increased in frequency (12 since 1951) and have become increasingly powerful in the past couple of decades, according to Rasmusson.

Though scientists are continuously trying to enhance their understanding of processes responsible for El Niño development, they have made tremendous strides during this time, says Rasmusson who began his research on the subject in the late 1970s when he was chief of the diagnostic branch of climate analysis for the National Weather Service.

"Though it began as an interesting curiosity, [scientists] realized in 1969 that it has a large impact on year-to-year climate variability," says Rasmusson. "Because it is linked to the ocean which changes slowly, it also makes prediction more possible."

While El Niño's ability to prophesy the weather may be possible for future El Niño events, it's apparently an unlikely asset for forecasting the next few months.

If, at the end of all of this, we notice that Maryland's winter was warmer than usual (as in the north) or wetter than usual (as in the south), we'll be able to make broader statements about a possible relationship to El Niño, according to Rasmusson.

Until then, we suggest you wear layers.

—KELLEY FITZGERALD



Linda Scott

## Guide for Civic Leaders Boosts Success of Urban Revitalization

A new report just out from the university offers 10 tips for civic leaders and elected officials searching for ways to reverse urban decline and establish the nation's cities as centers of pride and prosperity.

Using the recent experience of several metropolitan areas as laboratory case studies, the James MacGregor Burns Academy of Leadership has encapsulated the core lessons that 10 communities have learned through the school of hard knocks. The result is a primer that local leaders in Anytown, USA can use to guide their own revitalization and community building efforts.

"We see this report as a valuable tool for community leaders," says Kathy Whitmire, director of national programs at the Academy and former mayor of Houston. "The 10 lessons we have identified capture the dynamics of life and change in today's metropolitan areas and point the way toward strategies needed to deal with the challenges cities will face in the 21st century."

Titled *Boundary Crossers: Community Leadership for a Global Age*, the report focuses on the new approaches to civic leadership being fashioned in today's global environment. It is authored by Neal Peirce, a noted columnist on regional, state and neighborhood affairs, and Curtis Johnson, chairman of the Metropolitan Council of the Twin Cities.

The project was inspired by John Gardner, founder of Common Cause, who co-chaired the project team with Academy director Georgia Sorenson. "This pioneering report gives a vivid sense of what is happening in metropolitan America and provides hope for the future of our communities," says Gardner.

From the comeback kids of Cleveland and Chattanooga, to Atlanta's Olympic strides and turnaround in Detroit, the report outlines the beginnings of a transition to a new way of doing the public's business. The glory of successes in such cities as San Diego, Denver, Portland, Charlotte, Kansas City and San Antonio is viewed alongside their continuing struggles to bridge barriers for the common good.

Pierce and Johnson observe, in nearly every case, that the traditional top-down hierarchies are giving way to wide-reaching networks that tap into every sector of the community. Linkages between global, regional and neighborhood interests are the building blocks for success.

The lessons offered by the report grew out of the developing realization that communities appear to function best when each sector—business, civic and government—is strong and learning to pay attention and collaborate with the others. Former Sen. Bill Bradley, chair of the Academy's Board of

Directors, has stated that "government and the market are similar to two legs on a three-legged stool. Without the third leg of civil society, the stool is not stable."

• Lesson One: The table gets larger—and rounder. In today's culture, citizens insist on a place at the table. If they are denied a voice, they often find ways to make the mainstream squirm.

• Lesson Two: The only thing more challenging than a crisis may be its absence. Complacency can leave serious problems unattended, but a crisis is not always needed to get things going.

• Lesson Three: The agenda gets tougher. Shiny new downtown buildings are the easy part. Tackling the bigger problems of poverty, race and regional responsibility for inner cities have produced more questions than answers.

• Lesson Four: There is no magical leadership structure — just people and relationships. It's not the structure that matters, but the way people work together to get things done.

• Lesson Five: No one is excused. The leadership mix can be enriched by universities, professional groups, faith communities and the media.

• Lesson Six: Sometimes the old ways still work. Charismatic individuals can sometimes still make things happen.

• Lesson Seven: Collaboration is messy, frustrating and indispensable. Collaboration is here to stay, but power sharing is always difficult.

• Lesson Eight: Government always needs reforming, but all the reforms need government. Government is still needed as a partner for real, long-term change.

• Lesson Nine: Place matters. The places that matter most today are regions — formed by suburbs and central cities.

• Lesson Ten: It's never over. No success is ever final.

Copies of *Boundary Crossers* are available for purchase at \$7.50 each and the full case studies on which it is based for \$15 from the Academy of Leadership. The report and case studies are also available on the Academy's CivicSource web page at <http://civicsource.org>.



# dateline maryland

# february 4 - 12

## 4 February

### Computer Training

1-4 p.m. "Introduction to Excel 7.0" Learn to set up and manipulate spreadsheets using Office 95s Excel. Academic Information Technology Services. 5-4261.

6-9 p.m. "Computer Training: Introduction to Mathematica," Afraid of math? Trouble seeing concepts? Harness the power of an industry leader in solving, plotting and visualizing math concepts. Used in high schools, colleges and the professional work environment. Take advantage of this topic as it is only offered for two weeks. 4404 Computer & Space Sciences Bldg. 5-2940/2945\*

## 5 February

### Lecture

3:30 p.m. Meteorology Seminar: "Impact of Amazonian deforestation on the global and regional hydrological cycle and climate," Roni Avissar, Dept. of Environmental Sciences, Rutgers Univ.-Cook College. 2324 Computer & Space Sciences.

### Computer Training

4-7 p.m. "Computer Training: Basic Training," Join the Information revolution: Want to learn how to use your e-mail? Surf the Web? This course teaches you how to do both using "Pine" and "Netscape" which are the most popular programs in use today. Learn how to read, store, send mail, decipher an e-mail address and more. Also learn how to navigate the World Wide Web with ease, understand URL's, bookmarking, efficiency tips and more. 4404 Computer & Space Sciences Bldg. 5-2940/2945\*

## 8 February

### Computer Training

1-4 p.m. "Computer Training: Introduction to Mathematica," Afraid of Math? Trouble seeing concepts? Harness the power of an industry leader in solving, plotting and visualizing math concepts. Used in high schools, colleges and the professional work environment. Take advantage of this topic as it is only offered for two weeks. 4404 Computer & Space Sciences Bldg. 5-2940/2945\*

## 9 February

### Computer Training

6-9 p.m. "Computer Training: Windows 95" Introduces the world's most popular operating system and how to use its desktop and file management system. Tasks covered include understanding desktop components, finding files, changing file names, copying and moving files and more. Computer & Space Sciences Bldg. 5-2940/2945.

### Music Seminar

6:30 "Historical Perspectives in Music Education," George Heller, KU and Dr. Michael Mark. Ulrich Recital Hall. 5-1150.

## 10 February

### Computer Training

2-3 p.m. Web Clinic. 4404 Computer & Sciences Bldg. 5-2938

6-9 p.m. "Computer Training: Introduction to Mathematica" Afraid of Math? Trouble seeing concepts? Harness the power of an industry leader in solving, plotting, and visualizing math concepts. Used in high schools, colleges and the professional work environment. Take advantage of this topic as it is only offered for two weeks. 4404 Computer & Space Sciences Bldg. 5-2940/2945\*

6-9 p.m. "Computer Training: Basic Training," Join the Information revolution: Want to learn how to use your e-mail? Surf the Web? This course teaches you how to do both using "Pine" and "Netscape" which are the most popular programs in use today. Learn how to read, store, send mail, decipher an e-mail address and more. Also learn how to navigate the World Wide Web with ease, understand URL's, bookmarking, efficiency tips and more. 4404 Computer & Space Sciences Bldg. 5-2940/2945\*

## 11 February

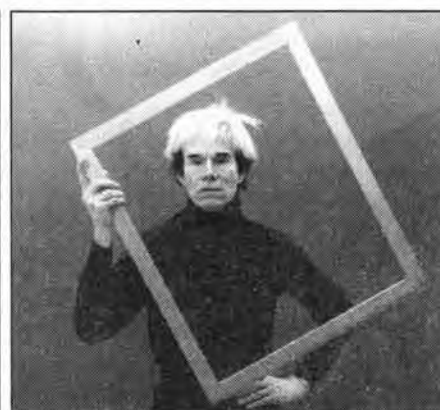
### Training & Development Seminar

10 a.m.-noon. "Requisition for Purchase Template—MS Word." Are you tired of making corrections on multi-part requisition forms? The department of procurement and Supply has developed a MS Word template which will make completing the purchase requisition easier. Participants will receive a diskette and training on completing and printing a purchase requisition using this template. 2104 Chesapeake Bldg. 5-5651.

## ARTS & ENTERTAINMENT



## Exploring Andy Warhol



The Art Gallery brings the work of Andy Warhol to campus in "Andy Warhol: Constructing American Myths, Heroes and Cultural Icons," from Feb. 5 to April 18. The exhibition includes two 10-piece series that features the myths series and the athlete series.

Warhol became a well-known artist in the 1960s for his depiction of American pop icons and commercial drawings. His celebrity art depictions include O.J. Simpson, Marilyn Monroe, James Dean and Muhammed Ali. His famous commercial artwork can be seen on Campbell's soup cans and in the distinct shape of Coca-Cola bottles.

The exhibition will host Thomas Sokolowski, director of the Andy Warhol Museum; Brenda Richardson, deputy director and curator of the 20th Century Painting and Sculpture at the Baltimore Museum of Art; and Jaime Frankfurt, a former Warhol Factory intern.

The exhibit opens on Wednesday, Feb. 4 with a private preview gala for patrons and friends of the Art Gallery. The exhibit opens to the public beginning Thursday, Feb. 5 from 5:30-7:30 p.m.

For more information about this and other art events, call 405-ARTS.

### Computer Training

6-9 p.m. "Computer Training: Introduction to HTML," This course covers skills needed to create and set up a Web page in HTML. Basics of how the web addresses (URL's) and what they denote plus formatting elements such as headers, fonts, anchor hyperlinks, ordered and unordered lists will be covered. Insertion of static graphics images and the set up of graphics as "clickable" hyperlinks will also be covered. 4404 Computer & Space Sciences Bldg. 5-2940/2945\*

### University Theatre

8 p.m. "Emma" by Michael Fry, based on the novel by Jane Austen. A comic clash between romance and independence by one of the world's most charming and successful authors. Pugliese Theatre (Tawes Theatre). 5-2201\*.

## 12 February

### Training & Development Seminar

9 a.m.-noon. "Foundations of Leadership," will explore leadership styles, the qualities of effective leadership and the difference between leadership and management. 1101U Chesapeake Bldg. 5-5651.

### Lecture

3:30 p.m. Meteorology: "Global Warming: Emerging Scientific Challenges and Policy Issues," Dr. Jerry Mahlman, Geophysical Fluid Dynamics Lab, Princeton Univ. 2324 Computer & Space Sciences Bldg.

### Computer Training

4-7 p.m. "Internet Technologies," This popular and revised class teaches patrons useful skills in how to transfer documents between your personal computer and remote computer using FTP, all about reading and par-

ticipation in public newsgroups, subscribing to private discussion groups (Listserv) and attaching documents to e-mail. 4404 Computer & Space Sciences Bldg. 5-2940/2945\*

### University Theatre

8 p.m. "Emma" by Michael Fry, based on the novel by Jane Austen. A comic clash between romance and independence by one of the world's most charming and successful authors. Pugliese Theatre (Tawes Theatre). 5-2201\*.

### Calendar Guide

Calendar phone numbers listed as 4-xxxx or 5-xxxx stand for the prefix 314- or 405-. Events are free and open to the public unless noted by an asterisk (\*).

All calendar information for Outlook is downloaded directly from inforM's master calendar, located on the Internet at [www.inform.umd.edu](http://www.inform.umd.edu).

Submissions to inforM can be made by e-mail to: [calendar@umail.umd.edu](mailto:calendar@umail.umd.edu). To reach the inforM calendar editors by phone, call 405-0825.



## Diversity: It's Your Future February Focus on Diversity

**All Month**  
**Circle of Sisters: A Support Group for Black Women Students.** Wednesdays, 6-7:30 p.m.; Thursdays 3:30-5 p.m., Counseling Center, Shoemaker Building. Contact Sharon Kirkland, 314-7670, for an appointment.

**Minority Student Walk-In Hour.** Monday through Friday, 3-4 p.m., Counseling Center, Shoemaker Building. Students will be seen by a counselor of color without an appointment.

**Brothers in the Struggle:** Black Male Discussion Group. Tuesdays, 6:30-7:30 p.m., Counseling Center, Shoemaker Building. Contact Jihad Aziz, 314-7118, for an appointment.

**Treasures in Black History:** Primary Resources in the Maryland Room. Monday through Friday, 10 a.m.-5 p.m., Maryland Room, McKeldin Library. Visitors can view highlights of the University of Maryland Libraries' special collections holdings in African American history, dating from colonial times to the present. Contact Lauren Brown, 405-9212.

The Flagship Channel will be airing the following programs this month: The Global Village - The New Liberia, The Global Village - A Geopolitical Look at Black History, Song of the Refugee, African-Americans in World War II, Civil Rights Retrospect, Cinema Classics, African Americans and Business: A Path to Empowerment. Contact the Flagship Channel at 405-3610 or check its web page at [inform.umd.edu/flagship](http://inform.umd.edu/flagship) for air dates and times.

**African American History Month Bookfair.** University Book Center, lower level, Stamp Student Union. 20 percent off all African-American history-related titles in stock (textbooks excluded). Contact University Book Center, 314-BOOK or see its

web page at [inform.umd.edu/ubc](http://inform.umd.edu/ubc).

February 4, 7 p.m., Multi-Purpose Room, Nyumburu Cultural Center  
**Empowering Black America Through Health and Self Empowerment.** A lecture by renowned motivational speaker Michael Campbell. Contact the Nyumburu Cultural Center, 314-7758.

Feb. 4, 3:30-4:45 p.m., Dorothy Madden Theater, Dance Building  
**African Dance Workshop with Koffi Koko** from Benin West Africa. Presented by the Kennedy Center Education Department. Contact Meriam Rosen, 405-3189.

Feb. 10, 7 p.m., Multi-Purpose Room, Nyumburu Cultural Center

**The Meeting,** a fascinating and dramatically compelling play that depicts the supposed meeting of the most important men of modern times—Malcolm X and Martin Luther King, Jr. Contact the Nyumburu Cultural Center, 314-7758.

Feb. 12, 3-5 p.m., Maryland Room, Marie Mount Hall  
**Black Women's Council Tea** to celebrate the contributions of black women making history on and off our campus. Contact Roberta Coates, 405-0805.

Feb. 12, 4 p.m., Atrium, Stamp Student Union  
**Creating Community and**

Feb. 18, 9:30 a.m.-3:30 p.m., Grand Ballroom, Stamp Student Union  
**Multi-Ethnic Student Career and Job Fair.** Information on part- and full-time positions, internships, and co-ops for students and alumni. Updated information at <http://www.CareerCenter.umd.edu> or contact the Career Center, 314-7225 or the Office of Multi-Ethnic Student Education, 405-5616.

Feb. 26, 7:30 p.m., Memorial Chapel  
**Chapel Concert.** Nyumburu Cultural Center presents the famous Maryland Gospel Choir in a heart-touching, praise-filled concert of uplifting and soothing gospel music for all. Contact the Nyumburu Cultural Center, 314-7758.

Feb. 13 is the deadline for applications for the Sexual Harassment Prevention Program's sixth "Training of Trainers" program, a two-day training preparing volunteers to present sexual harassment prevention workshops to the campus community. The training will take place March 19-20. For applications or more information, contact Nancy O'Neill, Office of Human Relations Programs, 405-7563.

**To place your event in March's "Focus on Diversity" calendar, e-mail information to Virginia Rodino at [rodino@wam.umd.edu](mailto:rodino@wam.umd.edu) or call 405-2838 no later than Feb. 19. Priority will be given to events that focus on issues of gender.**

### Focus on Diversity FACT

Did you know? A recent University of Michigan survey found that minority students are more likely to integrate. Seventy-eight percent of Latino Americans, 69 percent of Asian Americans and 55 percent of blacks said they frequently shared meals with people of other racial/ethnic backgrounds, compared to only 21 percent of whites. Nearly 42 percent of Asian Americans, 24 percent of Latino Americans, and 13 percent of blacks said they dated interracially, compared to 4 percent of whites.



Feb. 5, 5 p.m., Tyser Auditorium, Van Munching Hall  
**Welfare and Poverty: Current Issues and Beyond.** A lecture by Peter Edelman, professor of law at Georgetown University Law Center. Contact Barbara Finkelstein, Center for Education Policy and Leadership, department of education policy, planning and administration, 405-3588.

Feb. 10, 12:30-1:45 p.m., Dorothy Madden Theater, Dance Building  
**African Dance Workshop with Zab Maboungou** (Congo), pioneer of African dance in Canada. Presented by the Kennedy Center education department. Contact Meriam Rosen, 405-3189.

**Culture: Teachers Working with Parents.** Guest speaker is Tomas Galguera, assistant professor, department of education, Mills College. Focus will be the importance of partnerships between teachers and parents in the education of minority children, particularly in Latino and African-American communities. Contact Valencia Skeeter, Afro-American Studies Program, 405-1167.

Feb. 18, 4:30-7 p.m., South Campus Dining Hall and Denton Dining Hall  
**Black Cultural Dinner.** The Nyumburu Cultural Center and Dining Services present their annual dinner—an authentic evening that reflects the identity and experience of African Americans. Contact the Nyumburu Cultural Center, 314-7758.



## A New Face on the Ethnic Minority Commission

*Chair Charles Christian Sees Group Taking Proactive Stance*

"We are trying to communicate to the campus community that sexual harassment and racial intimidation simply will not be overlooked. They will be treated directly," says Charles Christian, speaking for the members of the President's Commission on Ethnic Minority Issues.

Christian, newly appointed chair of the commission, says that as far as ethnic minority issues are concerned, he has "seen a lot of changes, some very positive, and some things that have not changed as quickly or as completely" as he would have liked. "I would like to see changes and improvements soon," Christian says, adding that he takes his role as chair very seriously.

Christian sees the role of the commission as one which bridges gaps on the campus.

"Our group believes there are any number of hidden problems within the campus environment that impede faculty, students and staff. Rather than each commission developing its own personalized agenda, there

should be a seamless one that will assess the campus climate on a regular basis," he says.

The commission has recently produced a brochure which, along with a poster, will be disseminated to deans' offices and organizations.

"This brochure will serve as a guide that directs individuals to the various groups and agencies to report and to get a fairly quick resolution," says Christian, to any matter concerning

racial or sexual harassment. According to Christian, the brochure "will help the campus community to report racial and sexual harassment and intimidation to appropriate persons as well as organizations. It is a proactive stance on our part."

Christian also reports the board's expectation of having a Web page to complement the brochure. "This Web page will help the campus to understand what we're doing and to appreciate the responsibility we have," he says. He also notes that the page would allow individuals to contribute to identifying any

problems on campus to which the commission should be attending.

Another one of the board's goals is to periodically survey the campus to uncover problems. "Everyone has an equal opportunity to get an education," Christian proclaims. The board's findings will be constructed into a timeline that will "better measure the changes that are taking place on campus," Christian says.

One of the problems the commission is currently tackling is the state of ethnic minority faculty promotions. "We want to know whether or not ethnic minority faculty are disadvantaged in any way in the promotion and tenure process," says Christian.

"We are collecting data now and have evaluated some of it. Preliminary data suggests that overall promotions are fairly similar over the various groups—on the surface," he warns. "Below the surface, we want to know even more about the promotion process, such as the amount of time it takes before one gets promoted."

Christian says the commission wants to discover if it takes more time for an ethnic minority faculty member to get to associate professor to than full status. He alludes to "perceived barriers"

for these faculty members.

Similarly, on the surface the data looks good on the graduation rate of ethnic minority students, according to Christian. "But when we take into consideration time," he says, "does it take an ethnic minority student longer? If it does, we need to take a better look at the barriers."

There is talk also, Christian says, of having a student ombuds officer. "The faculty has one and it has worked relatively successfully for them."

Overall, the commission is trying to figure out how to have a continuous assessment of the campus climate for ethnic minority students. Various consultants have given information on how to establish periodic surveys that will capture the data the university needs for each of the groups—students, classified staff, and faculty.

"By the end of the next semester," Christian says, "we hope to have good strategies to measure the campus climate."

"Again," he adds, "this is a proactive stance. We want to periodically submit a survey to the individual groups. This will provide a benchmark from which we want to improve the campus."

—VIRGINIA RODINO



## Georgetown Law Professor Peter Edelman Elaborates on New Welfare Law and Poverty

America is currently implementing the largest legislative change affecting the poor since the Social Security Act of 1935. Peter Edelman addresses these changes as he discusses "Welfare and Poverty: Current Issues and Beyond," on Thursday, Feb. 5 at 5 p.m., in Tyser Auditorium, Van Munching Hall.

Edelman, law professor at the Georgetown University Law Center, was formerly assistant secretary for planning and evaluation, U.S. Department of Health and Human Services. He will elaborate on concerns about the new welfare law and the deeper challenges about poverty that lie beneath.

He'll then turn to the bigger challenge: refocus of the debate toward reducing poverty, with attention to fundamental issues of income distribution, race and gender that are not currently on the table for national discussion, and reinvigorating a sense and reality of community responsibility that is equally vital to changing outcomes for families and for children as they grow up.

Edelman has been on the faculty at Georgetown since 1982, and was associate dean for three years in the late '80s. He was director of the New York State Division for Youth in the late '70s and vice president of the University of Massachusetts prior to that. In the 1960s he served as legislative assistant to Sen. Robert Kennedy, and was issues

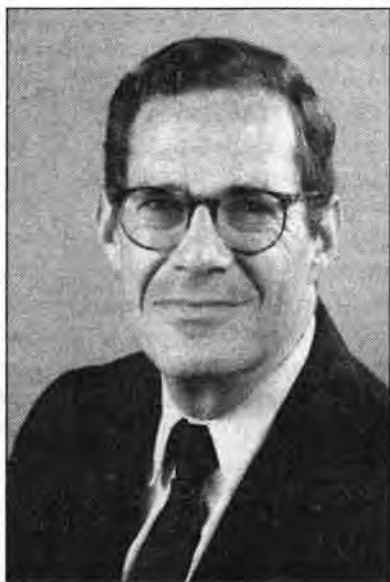
director for Sen. Edward Kennedy's presidential campaign in 1980.

Edelman is the author of numerous articles on poverty, constitutional law and issues relating to children and youth. He has chaired and been a board member of many organizations and foundations, both national and in local. He

attended Harvard College and Harvard Law School.

Sponsored by the College of Education's Center for Education Policy and Leadership, Edelman's lecture is part of the colloquium series, Diversity and Community in America Life. The series, which is free and open to the public, is designed to encourage dialogue among students and the

broader community around issues of pluralism and democracy. For additional information call 405-4566.



Peter Edelman



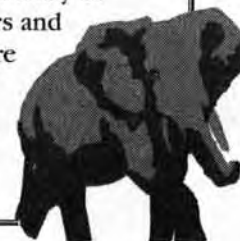
### Party with the "Wild Things" for Maryland Scholarship Fund

A black-tie gala to establish a University of Maryland scholarship fund will be held on Saturday, Feb. 21 at the historic mansion at the Baltimore Zoo. Featured will be live music from Bobby and the Braggers, dancing, heavy hor d'oeuvres, an open beer and wine bar, a silent auction and visits from some of the zoo's "wild things."

The scholarship funds will be awarded to someone who has graduated from the university within the last 10 years and is pursuing an advanced degree at one of the 11 University System of Maryland campuses.

Tickets are \$50 per person for University of Maryland Alumni Association members and \$65 for non-members. Reservations are required by Feb. 7.

For more information or to make reservations, call 301-405-4672.





## Economic Historian Talks Bourgeois Virtue

Deirdre McCloskey, John F. Murray Professor of Economics at University of Iowa discusses "Bourgeois Virtue," on Monday, Feb. 9 as part of the Distinguished Lecture Series. Her talk takes place at 4 p.m. in Room 0220 Jimenez Hall.

"Bourgeois virtue," says McCloskey, is not an oxymoron. It is the trait of character manifested in the habitual action of a townsman—as against the pagan aristocrat or the Christian peasant. Though we are all bourgeois now, she says, the project of an ethics for the middle class was abandoned in the middle of the 19th century. But it



Deirdre McCloskey

is not unthinkable, says McCloskey: Adam Smith thought it, for example, though later thinkers in economics did not. McCloskey believes it needs to be revived, and with it a new account of how we became rich and free.

McCloskey is a leading economic historian with a great range of interests. She has held many distinguished fellowships and lectureships. She edited (with Roderick Floud) the three-volume, magisterial "Economic History of England" (Cambridge University Press) and has written extensively about industry and trade in Britain in the 18th and 19th centuries, the history of international finance, and on many aspects of U.S. economic history. She has written much about the methods and rhetoric of economics, history and inquiry in general, writing sometimes for academic peers and often for more general audiences. In recent years, she has taken up issues of gender, writing as a "novice woman" about feminist economics, among other things.

On Feb. 10, the day after her lecture, McCloskey will lead the following lectures on campus:

- 9:30 a.m., Room 0200 Symons Hall  
"Old Boys, Old Girl: A Novice Woman in Academic Life."
- 12:15 p.m., Room 1102 Francis Scott Key Hall  
"Why We Have Not Explained the Industrial Revolution"
- 3:30 p.m., Room 4105 Tydings Hall  
"The Bankruptcy of Statistical Significance"

## University Joins Generation Next

Continued from page 1

agreement will fund the creation of a \$4 million endowment to provide need-based scholarships for students. The Athletic Department will receive \$4 million as compensation for Pepsi advertisements at athletic events, game tickets and related considerations. The allocation will retire the remaining athletic budget deficit.

Athletic Director Debbie Yow says the agreement is also good for Maryland athletics. "We in Terrapin athletics are pleased to participate in this agreement with Pepsi. It will significantly benefit Terrapin athletics by further strengthening our financial position and allow us to advance Maryland Athletics on behalf of our student athletes and coaches."

PepsiCo, Inc. the parent company for the beverage and snack food corporation, will have exclusive right to market its Pepsi-Cola and Frito-Lay products through campus vending machines and the university's dining and concession facilities. Competing beverages and snack products may be purchased in campus conve-

nience stores.

Sturtz notes that at a time of limited state support, such innovative relationships with the private sector have become more important than ever before. "In recent years we have been a pioneer in exploring ways to augment state tax dollars through new partnerships with the private sector," he says. "The agreement with Pepsi is one more example of that. This long-term relationship will serve to stabilize substantial revenues that support a wide variety of events for the campus community."

The agreement grew out of a competitive request for proposals and had earlier been reviewed and approved by the University System of Maryland Board of Regents and the State of Maryland Board of Public Works.

The university joins some 100 colleges, universities and state systems that have signed agreements for exclusive pouring rights with one of the major soft drink companies. Penn State was one of the first major state university's to do so in an agreement signed with Pepsi in 1992.

## Making a New Image for Maryland's Future

Continued from page 1

Although David Ashton has had many higher education clients, many baseball fans will know the firm's work from the national award-winning identity it created for Camden Yards and the Orioles. The firm also created the identity for Turner Field in Atlanta, and has just won the contract to develop Houston's new baseball team name and stadium identity. "They are masters at this process," says Flannery, "and they are delighted to have the premiere public university in the state for their client."

During Phase I, which emphasizes understanding the university through its people, data and documentation, the firm will review existing market research findings, the university history and mission, the strategic plan and elements of the existing identity program. Faculty and campus leaders will be interviewed and focus groups of internal and external constituent groups will be formed to further refine concepts. Based on the information gathered, a positioning statement will be developed that will describe the university's strategic advantages in the marketplace, consistent with its mission. "The positioning statement is a disciplined, well-written expression of what the university's identity is," says Flannery, who notes that Phase I is expected to be completed by the end of March.

The University Marketing Task Force's goal in Phase II is the graphic design of a primary mark, which will reinforce themes represented in the positioning statement. Initially, many images or marks will be offered and culled to a small group of two or three alternatives. Five additional focus groups will be asked to offer their thoughts and reactions to them.

Also to be completed during the second phase is the development of applications of the mark for selected communication and environmental applications. These include:

- A stationery package including fax sheets, business cards, invitations and releases
- Printed matter
- Campus signs and banners
- Web pages
- Ceremonial applications, such as diplomas and certificates

During the third and final phase a visual identity standards manual will be developed, along with a phased implementation plan for the identity program. The manual will explain the ratio-

nale for the new mark, indicate resources available for colleges and departments to use, standards for web pages and use of design in HTML language that can be downloaded, and camera-ready art. A series of 90-minute presentations will be made to the university community as part of the initial implementation.

Flannery and the marketing task force are aiming to complete the process this summer, and introduce the new mark before the beginning of the fall semester. "The goal is to have all of this done in June," says Flannery, noting that there will be an introduction/kick-off celebration for the campus as a way to introduce the new identifier. "The timing of this visual identity process is great, with the recent name change and a new president to be identified this summer," says Flannery.

Throughout the process close attention will be paid to those departments, colleges, institutes, centers and facilities that have their own identity. "We don't want to eliminate unit-specific identities—they can be very important for target audiences or customers," says Flannery. However, it will no longer be acceptable for units to decide how and if they will use the university's image/mark.

The consultants will help the university develop a graphic design that is compatible with some of the most well known units which influence the university's image. By the same token, every unit of the university will be expected to use the institutional identity in their efforts, as it reinforces a consistent and recognizable image. "If a unit is developing a new identity, then we will ask them to let us help them develop something compatible with the university's new mark," Flannery says.

While no one knows what the new mark will look like, Flannery says it's likely to be simple in design. "The more detailed it is, the more difficult it is to use it effectively with the university's many audiences," she says.

Once the mark is chosen, Flannery says it will be incorporated into things such as letterhead and business cards rather promptly. She encourages departments to plan accordingly. New stationery will likely be available for use in August, and although departments will be encouraged to use up existing supplies first, it would be wise to keep stock that will last only until that time.

—JENNIFER HAWES

### University Marketing Task Force Members

**Terry Flannery, chair**

Acting executive director of university communications and director, University Marketing

**Cathy Atwell**

Assistant director, support operations bureau, University Police

**Judith Blair**

Director, University Publications

**Danita DeHaney**

Senior associate director of athletics

**Diana Ryder Jackson**

Assistant dean, Office of Continuing Education, Summer and Special Programs

**Sue Kernan**

Corporate services administrator, Communications & Business Services

**Roland King**

Director, University Relations

**Bob Krapfel**

Associate professor of marketing, College of Business & Management

**Andrea Levy**

Executive director of administration, Graduate Studies and Research

**Jim Osteen**

Director, Union & Campus Programs

**Ronne Patrick**

Associate director for marketing, Undergraduate Admissions

**Jim Rychner**

Marketing director, Resident Life



## Maryland Spotlight

### On the Shoulders of Giants: Mattie Riley Delves into University's Past

There isn't a task too mighty for Mattie Riley to manage. Whether she's working full-time as staff assistant for the Office of the Vice President for Academic Affairs and Provost, taking classes to obtain her Ph. D., raising two children as a single mother or learning to play a piano, Riley's ready for any challenges that await her.

"I'm driven by a task depending on the challenges that I have to face that day," she says. Riley's challenge on a recent Thursday morning happens to be sifting through a mountain of electronic mail, but she takes it all in stride with a positive attitude and a smile.

An employee with the university for nearly 13 years in both the English department and then at the Institute for Systems Research, Riley last month joined the Provost's office. She says her new position allows her to further display a few of her many talents — developing, implementing, coordinating and organizing.

"I'm not the kind of person who likes to do the same thing everyday," Riley says with a smile. "I like the variety and diversity."

And to say Riley's days at College Park are busy would be an understatement. She describes herself as a person who wears three hats: as an associate staff member, as associate staff representative for the Black Faculty Staff Association and as a student in the Ph. D. program for Education, Policy, Planning and Administration.

Always ready for a chance to wear yet another hat, Riley recently started researching the history of African Americans at the University of Maryland. It was a "History of Maryland" course, along with research she'd conducted on African-American women in higher education which piqued her interest to continue exploring University of Maryland's past.

"The more I read, the more I learned and the more intrigued I was," she says, adding that her research is part of a larger BFSA project which includes a commemoration of the African-American faculty and staff

of College Park's past.

Riley's research has taken her to the records and files of the 1800s and through photos and documentation about the first African-American graduate and undergraduate student, as well as the first African-American professor and professor with tenure.

Her quest for knowledge has taken her to stacks of books, newspapers and state records. She's also been able to tap into some of the unwritten resources on campus by talking with administrators and faculty who have been on campus for a number of years.

In her research she found that Dory's Sweets Eateries located in Stamp Student Union was named after an African American baker who worked at the university for a number of years in the 1920s. "When I go there now, it has a different presence for me because I know that an African American baker was here and they named the sweet shop after him," she says. "It's that kind of heritage which is so important, but a lot of people don't know about it."

Although Riley is still piecing together the comprehensive historical timeline of African Americans at the university, she'll present her findings along with historian George Calcott during a luncheon on Feb. 24. She feels it's important to share the information she's uncovered with the entire campus and in the future the BFSA plans to use the information she's compiled in a brochure.

"The university has made great progress in terms of turning its past into one that African Americans can be proud of," Riley says.

Riley believes that her research has not only expanded her own knowledge about the plight of



African Americans at the university, but it has also given her a renewed sense of self.

"It reminds me that history is a time that a lot of people would like to forget, but it also makes me aware of my existence as a staff member, as a BFSA member and as a student," she says. "It gives me the motivation to make sure that history will never repeat itself in terms of exclusion of something so needed as education."

—LONDA SCOTT

## FOR YOUR INTEREST

### Talking Chem w/ Watson

Robert Watson, an internationally awarded chemist, will speak on "Global Climate Change" Feb. 9 at 2 p.m. in 1325 of the Chemistry Building.

Watson is director for environment and head of the environment Sector Board at the World Bank. He recently returned from Kyoto where he played a key role in global climate negotiations. Watson has served as associate director for the environment in the White House Office of Science and Technology Policy and also received the American Association for the Advancement of Sciences Award for Scientific Freedom and Responsibility in 1993.

For more information on the lecture, contact George Helz via email at gh17@umail.umd.edu.

### URAP Rap Session

Undergraduate Studies is holding two information forums for its Undergraduate Research Assistant Program on Wednesday, Feb. 11 and Thursday, Feb. 12 at 12:30 p.m. in the Maryland Room of Marie Mount Hall.

The forums will focus on URAP stu-

dents who assist professors in ongoing research projects. The sessions will inform how students may receive a notation on their transcript for participating in the program. Faculty members are encouraged to attend. For more information, call the Office of the Dean for Undergraduate Studies at 405-9342.

### Seeking Senate Candidates

The College Park Senate is looking for candidates to participate in its upcoming elections. Faculty, staff and student seats are open for the 1998-99 Academic Year. Various colleges will hold elections for faculty and student representatives. The senate office will hold elections for graduate students and staff representatives.

For more information, contact the senate office or visit the website at [inform.umd.edu/CampusInfo/Senate](http://inform.umd.edu/CampusInfo/Senate)

### The Nominees Are...

The President's Commission on Women's Issues Committee for Women of Color invites nominations for its Woman of Color Award, given annually to a woman of color who has made extraordinary contributions to the University of Maryland minority community. Nominees can be classi-

fied or associate staff, faculty or student. Deadline for nominations is Feb. 6.

For more information call Jennifer Jackson at the Office of Multi-Ethnic Student Education at 405-5620.

### Men's Basketball Game Day Parking and Traffic.

The following information has been provided to assist you during the last four home games of the 1997/1998 basketball season. Dates and times for the remaining home games are:

Feb. 11 - 8:00 pm / N.C. State - NEW GAME TIME

Feb. 19 - 9:00 pm / Wake Forest

Feb. 21 - 4:00 pm / Georgia Tech  
Please note that this schedule is subject to change.

Arriving well before the start of the game will allow easier access through campus. Traffic becomes increasingly heavy as game time approaches, especially during class nights (Feb. 11 and 19). University College will be holding both 4 p.m. and 7 p.m. classes this year, so the addition of basketball traffic will make parking close to some classrooms difficult. If you are arriving at or close to game time, plan on traffic being very slow and you may not

be able park where you want to near Cole.

Games last approximately two hours. Outgoing traffic from University College and the basketball game will make traffic extremely heavy for about a half an hour after the game. We ask that all drivers use special caution during this period, as pedestrian traffic through campus is also very heavy.

The following lots will be closed off four hours prior to game time: Lot AA, Lot Z, Lot 1d, Parking Garage 1 by the Stamp Union, the meters in front of Cole Field House and Benjamin Bldg. (for disabled), and Regents Drive Garage and 1b (1b weekends only).

Vehicles displaying Faculty/Staff (lettered) DCP parking permits will be permitted to park in lot AA and lot Z while it is secured and spaces are still available. Close to game time, these lots maybe full and you may be directed to Parking Garage 2 or Lot 4.

Many of the intersections leading to Cole Field House will be screened to allow access only for vehicles with proper permits. Please be sure to have your permit visible so that quick access may be granted to you.

For additional information about game day traffic, please contact Lt. Volz of the UMPD Special Events Unit at